



Khadijah
WILLIAMS

CONTACT DETAILS

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PORTFOLIO

www.khadijahwilliams.com

SKILLS

- Copy, PR and Blog writing
- Microsoft Office (Word, Excel, Outlook)
- Canva
- WordPress
- Adobe Creative Suite (InDesign, Photoshop, Premiere Pro)
- Search Engine Optimization (SEO)
- Social Media: Facebook, Instagram, Twitter
- Creative strategizing
- Problem-solving
- Time management
- Familiarity with photography and videography

REFERENCES

- **Sisi Hu:** Instructor and Research Fellow, 515-708-3834, sisihu@mail.missouri.edu
- **Emily Lorenz:** Instructor, 314-808-6047, lorenzep@missouri.edu
- **Makenzie Ward:** Marketing Coordinator at Pearson-Kelly Technology, 417-861-7671, ward.makenzie@ymail.com

ONLINE MEDIA SPECIALIST

Content Writing / Marketing Research / Branding

RELEVANT WORK EXPERIENCE

Blogging Intern

Packs Light (Remote) | June 2020 - Nov. 2020

- Proofread, edited, and wrote website articles
- Managed guest post submissions to meet the monthly quota
- Optimized website to raise search ranking on Google for higher brand awareness
- Increased viewership by 10% for posts on the Facebook page with 3,000+ followers
- Maintained blog post schedule for organizing weekly published posts
- Designed graphics for Pinterest
- Collaborated with Marketing team providing feedback a virtual travel summit and an online course for travel influencers

OTHER WORK EXPERIENCE

Server

Compass Group | Aug. 2016 - Present

- Recognize as a star server for exceptional customer service and fostering customer relationships
- Trained over 10 new servers on how to use point-of-sale terminals, about restaurant procedures and handling money transactions
- Alleviates customer conflict and problems if mistakes occur

VOLUNTEER EXPERIENCE

Preschool Monitor

Title I Preschool | Aug. 2014 - May 2015

- Performed engaging experiences by reading children's books
- Participated with staff on the introduction of puppets and characters for story time leading to higher memory retention
- Cultivated creativity for students when drawing in their journals

EDUCATION

University of Missouri | Expected graduation: May 2021

Bachelor of Journalism in Strategic Communication

Emphasis in Copywriting & Public Relations

- Minor in Business
- GPA: 3.0
- Honors & Associations:
 - Dean's Honor Roll, Missouri School of Journalism (Aug. 2019 - Present)
 - National Association of Black Journalists (2020)
 - American Advertising Federation (2020)

Moberly Area Community College | August 2018

Associates of Arts in General Studies

- GPA: 3.3
- Recipient of the A + competitive program (May 2016 - 2018)